

# Fashion Calendar 1947

JANUARY

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# FASHION CALENDAR

**NOTE:** Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 14, 1947</u>			
Now Showing	SHOWING OF SPRING BLOUSES AND SKIRTS The "Early American Look", showing new softly-tailored shirtwaist blouses, coordinated with skirts of contrasting and matching fabrics. By appointment. Contact: Cecile Kaye, WI. 7-0980.	ALICE STUART	525 SEVENTH AVENUE 5TH FLOOR
Friday Nov. 14 1:00 P.M.- 1:30 P.M.	FASHION SHOWING BY TELEVISION "Eye for Fashion" television program featuring Doreen Liebert's "at home" clothes and Paul Parnes' Palm Beach Collection. Producer: Lee Cooley of McCann-Erickson. Fashion Coordinator: Lucille Hudiburg, EL. 5-3508. For tickets, contact: CI. 7-8300.	SWIFT & COMPANY	WNBT CHANNEL 4
Friday Nov. 14 2:30 P.M.	SHOWING OF TAPESTRY COLLECTION Presentation of new collection of fashions inspired by and created from tapestries. Open to public. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Friday Nov. 14 5:00 P.M. Cocktails	PRESS SHOWING: SPRING COATS AND SUITS Carmel Brothers will present their Spring Collection of coats and suits to the press. There will be a cocktail party following the showing. Attendance by invitation. Contact: Lawrence Carmel, LA. 4-3310.	CARMEL BROTHERS	530 SEVENTH AVENUE SHOWROOM
Saturday Nov. 15 11:00 A.M.	BETTY BETZ FASHION DISCUSSION A fashion discussion will be held by Betty Betz. Open to public. Publicity: Terry Williams, PE. 6-5100.	GIMBEL BROTHERS	BROADWAY & 33RD ST. 3RD FLOOR
<u>WEEK BEGINNING MONDAY, NOVEMBER 17, 1947</u>			
Monday Nov. 17- Nov. 18 3:00 P.M.- 5:00 P.M.	PRESS SHOWING OF BABYWEAR Yolande will present its new arrival -- a collection of handmade babywear for infants and sizes 1 to 3. Attendance by invitation only. Publicity: Sara Fox, MU. 3-6526.	YOLANDE CORP.	16 EAST 34TH STREET SHOWROOM
Monday Nov. 17 7:00 P.M.	LECTURE ON "OUTDOOR ADVERTISING" Fifth weekly advertising lecture in series of 18, with C. D. McCormick, vice-pres., Outdoor Advertising, Inc., discussing "Outdoor Advertising -- Special Advantages, Cost, Technique of Poster Design, Electric Signs, Car Cards". Cost of each lecture: \$1.00. Contact: Advertising Women of N. Y., 1233 Sixth Ave., CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 17- Nov. 22	"AMERICAN KNIT GLOVE WEEK" There will be 2 contests--one for retail personnel and one for the public--during Nat'l American Knit Glove Week. Prizes totalling \$1,000 in U.S. Savings Bonds will be awarded to the personnel of the store who, in the opinion of the judges, does the best promotion of knitted gloves during the week. In the second contest, called "Make Money With Music", a \$100 U.S. Savings Bond will be awarded to the person who composes the best music for a song named "Slip-Your-Mitt". Displays explaining glove week will be distributed to retail personnel. Publicity: Claire A. Wolff, LO. 5-5978.	ASSN. OF KNITTED GLOVE AND MITTEN MFRS.	THROUGHOUT THE COUNTRY
Beginning Monday Nov. 17	AMERICAN ADAPTATIONS FRENCH COLLECTION First presentation of American manufactured cradle-to-campus collection of infants', children's and teen-age dresses and coats, exclusively designed by Rene Mola of Dominique of Paris. The French adaptations by American manufacturers cooperating in this national promotion are on display at: Hugo Rudinger, Inc., 520 Eighth Ave., teen coats; Goodman-Scheinhorn, 1410 Broadway, teen dresses; Mode Kiddie, 520 Eighth Ave., children's coats; The Cogswell Corp., 71 West 35th St., children's dresses; Juvenile Coats, 1333 Broadway, infants' coats; and Conchita Goenaga of Puerto Rico, infants' dresses. (N.Y. Representative, Mrs. Helen Dudley Mohr, 1350 Broadway.) Contact: Hilda Kassell, PL. 9-2917.	DOMINIQUE OF PARIS (RENE MOLA)	AMERICAN MANUFACTURERS INDIVIDUAL SHOWROOMS
Beginning Monday Nov. 17- Nov. 29	GENEE'S BALLET COSTUME ON EXHIBITION Honoring the ballet and ballet fashions, this costume of white lace net over pink satin, headdress and toe slippers displayed, were worn in the early 1900's by the great Danish dancer, Adeline Genee. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Monday Nov. 17	OPENING OF SPRING HANDBAG LINE Coblentz will present their collection of bags for Spring. By appointment Contact: MU. 3-0940.	COBLENTZ HANDBAGS	30 EAST 33RD STREET SHOWROOM
Monday Nov. 17- Nov. 20	NEW ENGLAND SHOE MARKET WEEK AT HOTELS STATLER AND COPLEY PLAZA, BOSTON. Shoe show in Boston, primarily for manufacturers servicing the volume trade, embracing wholesalers, chain stores, and mail order houses. Contact: T. Kenyon Holly, Chmn., Holly Shoe Co., Littleton, N. H.		
Nov. 17	CHICAGO SPRING CORSET MARKET WEEK.		
Nov. 17	FASHION EXPOSITION OF LOS ANGELES COAT AND SUIT ASSOCIATION.		
Tuesday Nov. 18 11:00 A.M.	PRESS SHOWING OF SPRING COLLECTION Preview of Spring coats and suits, designed by Molly. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MOLLY	512 SEVENTH AVENUE SHOWROOM
Tuesday Nov. 18 12:30 P.M. Luncheon	ELEANOR ROOSEVELT TO SPEAK AT LUNCHEON "The United Nations And Peace, And The Business Woman's Interest" will be discussed by Mrs. Eleanor Roosevelt. Guests will be members of the UNESCO. Price of luncheon: \$3.25. Contact: Mabel Blake, CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 18 1:00 P.M. Luncheon	BAGS BY JOSEF AT LUNCHEON SHOW Josef (Gold Seal Importers, Inc.) will present an important collection of bag originals for holiday festivities. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (OF GOLD SEAL IMPORTERS, INC.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 18 1:00 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Luncheon presentation for the Judson Health Center; furs by Maximilian, hats by John Fredericks, gowns by Lange; hosiery by Prestige. Music by Lester Lanin. Tickets: \$6.00. Contact: Ellen Black, Judson Health Center, SP. 7-0683. Publicity: Rosemary Sheehan, CI. 7-8060.	FOR BENEFIT OF JUDSON HEALTH CENTER	HOTEL PLAZA TERRACE ROOM
Tuesday Nov. 18 3:00 P.M.	MID-SEASON COLLECTION OF HENRY ROSENFELDS "Henry's In A Mad, Mad Whirl" over his newest and brightest collection of mid-season clothes, shown on Russeks young seventh floor. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	SEVENTH FLOOR CLASSIC CORNER
Tuesday Nov. 18 4:30 P.M. Tea	SPRING AND ADVANCE SUMMER MILLINERY Spring and Advance Summer collection by the following: Bernice Charles, Harryson Hats, G. Howard Hodge, Jeanne Tete, Edgar J. Lorie, Milgrim Hats, Germaine Montabert, Vogue Hats-Garfunkel Makers. Press and trade by invitation. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY CREATORS' GUILD	ST. REGIS HOTEL ROOF
Tuesday Nov. 18 7:30 P.M.- 9:30 P.M.	SEVENTH SESSION: FASHION TRAINING COURSE Subject: "Display--Store Windows and Interiors". Speakers: Lester Gaba, Display Columnist, "Women's Wear Daily"; Henry Callahan, Lord & Taylor. Price: \$2.00, each lecture. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	PRINCE MATCHABELLI CROWN ROOM (711-5TH)
Tuesday Nov. 18	SPRING COLLECTION TO BE SHOWN Showing by appointment only of Spring coats and suits to trade. Contact: PE. 6-2204.	PHILIP MANGONE CO.	500 SEVENTH AVENUE SHOWROOM
Wednesday Nov. 19 10:30 A.M.	SPRING MILLINERY FOR TRADE AND PRESS Mme. Andrée will present a showing of her first Spring millinery whole-sale collection to the trade and press. Attendance by invitation only. Contact: Mme. Andrée, PL. 8-3153.	MME. ANDRÉE	63 EAST 57TH STREET SALON
Wednesday Nov. 19 12:30 P.M. Luncheon	BENEFIT LUNCHEON AND FASHIONS FOR DANCING Hadassah luncheon to benefit destitute refugee children, and "Fashions for Dancing" by Jo Copeland of Pattullo, Ben Reig, and Maurice Rentner. Furs by Maximilian, hats by Lilly Dache, diamonds by Udall & Ballou, gloves by Kislav, hosiery by Prestige, shoes specially designed by Capezio, coiffures by Guro. Fred Astaire teachers as dancing models. Lester Crowley at the piano and commentary by Elizabeth Talbot-Martin and Charles Columbus. The former will do some of her celebrated impersonations, and the latter will perform his famous "Dance Cavalcade". Show assembled, written and produced by Augusta Arnold. Tickets: \$15.00. For reservations, contact: Miss Wolfensohn, FO. 5-3600.	HADASSAH	WALDORF-ASTORIA GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 19 1:00 P.M. Luncheon	TOWN AND RESORT COLLECTION Presentation of Town and Resort collection which will include tailored suits of wool and silk, suede outfits, raincoats, and blouses. Press by invitation. Public by reservation. For reservations, contact: "Jack", headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	SPORT AND TRAVEL (511 MADISON AVE.)	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 19 1:00 P.M. Luncheon	PAIM BEACH FURS AT LUNCHEON SHOW Fur fashions for Palm Beach and Resort Wear. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Contact: Miss Courtney, PL. 8-2643. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday Nov. 19 1:30 P.M.	SHOWING OF FUR CANVASES AND COATS "The Parade of Magnificence, featuring Ruddy Originals", with descriptions of some of the steps in designing and producing of a fur coat. Commentator: Ruth Ruddy. Attendance by invitation. Contact: Irving Rosen, CH. 2-7930.	RUDDY-ZITO COMPANY	HOTEL BILTMORE 43RD & MADISON AVE.
Wednesday Nov. 19 2:30 P.M.	OPENING OF SPRING COLLECTION Pauline Trigere will present her Spring collection on Nov. 19 at 2:30 P.M. and daily thereafter at 2:30 P.M. By appointment only. Contact: Robert Trigere, PL. 3-6778.	TRIGERE, INC.	29 WEST 57TH STREET SALON
Wednesday Nov. 19 2:30 P.M.- 5:00 P.M. Cocktails	"THE NEW LOOK IN COTTONS" Informal showing of school wardrobe featuring patterns and cottons for all year 'round wear. Attendance by invitation only. Contact: Margot Herzog, fashion director, WO. 2-0270.	THE COTTON-TEXTILE INSTITUTE	320 BROADWAY ROOM 1106
✓ Wednesday Nov. 19 4:00 P.M.	PRESS SHOWING: RESORT AND SPRING FASHIONS Maria Krum will present a showing of her Resort and Spring fashions to the press. Attendance by invitation only. Publ.: Helen Wall, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SHOWROOM
Thursday Nov. 20 12:30 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING Annual meeting of The Fashion Group, with election of officers and members of Board of Governors. Subject: "Picking A Theatrical Hit--Before Its Production--And After". Speakers: Mrs. Howard Cullman, backer of many successful hits, and Mr. John Chapman, drama critic, N.Y. Daily News. Chmn., Program Committee, Eleanor Pollock. Price (including tax and tip): \$3.10, members; \$3.50, guests. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday Nov. 20 1:00 P.M. Luncheon	SHOWING OF HOLIDAY GIFT ITEMS Holiday gifts by Mary Chess with fashions by Jay Thorpe. Press by invitation. Public by reservation. For reservations, contact: Miss Olsen, PL. 3-1740, Ext. 55. Mary Chess Publ.: Gloria Dangler, PL. 9-8660. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	MARY CHESSE; JAY THORPE	HOTEL PLAZA TERRACE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
✓ Thursday Nov. 20 3:00 P.M.	OPENING OF SPRING MILLINERY COLLECTION Angela will present a showing of her Spring millinery collection to the press. By invitation only. Contact: Miss Anne, PL. 3-7945.	ANGELA	1 EAST 54TH STREET SHOWROOM
✓ Thursday Nov. 20 3:00 P.M. Cocktails	PRESS SHOWING: "PEG MALLOY" STOCKINGS Mello M. Meldram will introduce "Peg Malloy" luxury stockings in Spring colors "keyed to the fashion picture" during cocktails. Attendance by invitation only. Contact: Mello M. Meldram, MU. 6-7377.	MELLO M. MELDRAM	20 EAST 35TH STREET SUITE 2E
Friday Nov. 21 7:30 P.M. Dinner	ANNUAL NEWSPAPER WOMEN'S BALL Newspaper Women's annual dinner and dance, with Mary Margaret McBride and John Kieran as M.C.'s. Tickets: \$12.00-\$15.00, including tax. Contact: N. Y. Newspaper Women's Club, Hotel Biltmore, Room 238, MU. 4-9120.	NEW YORK NEWSPAPER WOMEN'S CLUB	WALDORF-ASTORIA STARLIGHT ROOF
Saturday Nov. 22 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW Teen-age ballerina date clothes for casual and dressy wear. Special guests: Laura Leslie and Don Cornell, vocalists for Sammy Kaye; and Bill Callahan, dancing star of "Call Me Mister". Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR DEBUTEEEN SHOP
Saturday Nov. 22 11:00 A.M.	"CALLING-ALL-GIRLS" FASHION SHOWING "Calling All Girls" fashion show, presenting junior date and evening dresses. Edwin Pierce will illustrate his new dance step, the "Junior New Look Dance". Open to public. Publicity: Terry Mayer, PE. 6-5100.	GIMBEL BROTHERS	BROADWAY & 33RD ST. 3RD FLOOR
Monday Nov. 24 1:00 P.M. Luncheon	CUSTOM-MADE EVENING COLLECTION Oleg Cassini's "Evening Glamor"--custom-made collection of about thirty evening dresses. Jewels by Van Cleef and Arpels. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	OLEG CASSINI	ST. REGIS HOTEL IRIDIUM ROOM
✓ Monday Nov. 24 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: KIDSKIN SHOES AND ACCESSORIES Spring preview and market survey of shoes and fashion accessories of kidskin by the Kidskin Tanners' Guild of Tanners' Council of America.. New colors and promotional ideas in shoes, bags, belts, and cases will be presented to the fashion press at "The Gardens", Hotel Ambassador. By invitation only. Publicity: Rhea Nichols or Helene O'Hara, BE. 3-2840.	KIDSKIN TANNERS' GUILD (100 GOLD STREET)	AMBASSADOR HOTEL PARK AVE. & 52ND ST.
Tuesday Nov. 25 1:00 P.M. Luncheon	"LIFE WITH MOTHER"-- CHILDREN'S FASHIONS "Life With Mother", Mary Lewis' "all redhead" luncheon fashion show, will present a collection of children's clothes for the holidays and resort season just ahead, spotlighting the age group from 2 to 10. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MARY LEWIS	RITZ CARLTON HOTEL OVAL ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 25 3:30 P.M.	COLLECTION FOR COMING SEASON FOR THE PRESS Lord and Taylor will present a collection of clothes for the coming season to the press. Showing of Brigance designs, in addition to highlights from the collection of other designers. By invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR BIRD CAGE
Tuesday Nov. 25 7:30 P.M.- 9:30 P.M.	EIGHTH SESSION FASHION TRAINING COURSE Subject: "Publicity--Store, Fabric Mfg., Agent (Free Lance)". Speakers: Karen Hollis, Bloomingdale's; Adelia B. Ellis, Forstmann Woolens; Ann R. Silver, Ann R. Silver Associates. Price \$2.00 for each individual lecture. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	PRINCE MATCHABELLI CROWN ROOM (711 5TH)
Tuesday Nov. 25 8:15 P.M.	SPECIAL SYMPOSIUM ON PICASSO'S "GUERNICA" Symposium on Picasso's "Guernica" with the following participants: Stuart Davis, Juan Larrea, Jacques Lipchitz, Jerome Seckler, Jose Luis Sert, Ben Shahn. Chairman: Alfred H. Barr, Jr. Tickets: \$1.00 for members; \$2.00 for non-members. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET AUDITORIUM
Nov. 25	NATIONAL RADIO WEEK (Nov. 25-Dec. 1).		
Wednesday Nov. 26 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Showing of fur fashions by Leo Spain during luncheon. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	LEO SPAIN (350 SEVENTH AVE.)	HOTEL PIERRE COTILLION ROOM
Nov. 27	THANKSGIVING DAY (Thursday).		
Thursday Nov. 27 10:00 A.M.- 11:45 A.M.	TWENTY-FOURTH ANNUAL CHRISTMAS PARADE Macy's annual Thanksgiving Day Parade will start at 10:00 A.M. at 77th Street and Central Park West, down on Central Park West to Columbus Circle, then along Broadway to Macy's, arriving at Macy's at 11:15 A.M. There will be 6 helium-inflated balloons and 17 floats, depicting characters and tales from children's fiction. One of the floats will carry Santa Claus, who will step off when he reaches the store and will officially unveil Macy's mechanical Christmas windows. Publicity: Herbert Warner, CH. 4-2000.	MACY'S NEW YORK	FROM 77TH ST. & CENTRAL PARK WEST
Monday Dec. 1 1:00 P.M. Luncheon	CUSTOM-MADE RESORT AND HOLIDAY COLLECTION Collection of custom-made Resort and Holiday clothes will be shown by Kreinick Modes during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	KREINICK MODES (62 EAST 55TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Dec. 1 4:30 P.M.	PREVIEW OF EXHIBIT: "FROM THE NECK UP" Exhibit with a "Round The World" fashion theme, highlighting the universal desire of both men and women to adorn themselves "from the neck up" for reasons of religion, magic, protection against enemies, or merely utility, comfort, or vanity. Showing of primitive fashions, contrasted with today's latest hat, jewelry and other accessory fashions, presented through the courtesy of John-Fredericks, Lilly Dache, Disney Hatters, Cartier, Knize and others. Prince Matchabelli will furnish materials portraying masks and the latest N. Y. cosmetic styles. Press preview by invitation only, in Temporary Exhibit Hall, 2nd floor. Open to public on Dec. 2. Publicity: Jack Noble, EN. 2-8500.	AMERICAN MUSEUM OF NATURAL HISTORY	CENTRAL PARK WEST AT 79TH STREET
Monday Dec. 1	PUBLICATION DATE: "NEEDLECRAFT ENCYCLOPEDIA" Good Housekeeping's "Needlecraft Encyclopedia", compiled by Alice Carroll, director of the magazine's needlework room, is a step by step picture instruction book, illustrating and describing 28 needlecrafts including simple sewing and tailoring. The book contains over 1,000 illustrations and 14 color plates, designed for the novice as well as the experienced sewer, and includes ideas helpful to original designing. Price: \$3.75. Published by Rinehart Co., 232 Madison Ave. Publicity: Anne Draper, MU. 3-0170.	GOOD HOUSEKEEPING	BOOK STORES
Monday Dec. 1	UNIFIED HANDBAG TRADE OPENING	NATIONAL AUTHORITY FOR LADIES HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS
Tuesday Dec. 2 11:30 A.M.	PRESS SHOWING OF NEW ACCESSORIES Bergdorf Goodman will present a showing of holiday gifts and accessories. Attendance by invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH AVE. & 58TH ST.
Tuesday Dec. 2 4:00 P.M.	PRESS SHOWING: CUSTOM- ORDER COLLECTION Press showing of millinery for cocktail-hour and holiday season at the apartment of Mrs. William Helbein. Press by invitation. Contact: Leora Creations, BR. 9-8180.	LEORA CREATIONS (30 EAST 54TH ST.)	625 PARK AVENUE (MRS. W. HELBEIN)
Tuesday Dec. 2	EXHIBITION OF TOYS FOR CHRISTMAS Christmas exhibition of toys and gifts "under ten dollars" which will be obtainable from Newark stores. Open to public. Publicity: Mildred Holzhauser, Mitchell 2-0011.	NEWARK MUSEUM	49 WASHINGTON ST. NEWARK, N. J.
Wednesday Dec. 3 10:00 A.M. Breakfast	MILLINERY PREVIEW AT BREAKFAST SHOWING Irene will present her new Resort and Spring millinery collection to the press during breakfast. Attendance by invitation only. Publicity: Margaret Carson, MU. 2-2055.	IRENE	16 EAST 52ND ST. SHOWROOM
Wednesday Dec. 3 1:00 P.M. Luncheon	HOLIDAY AND RESORT FASHIONS AT LUNCHEON Milgrim will present a luncheon showing of evening fashions for Holiday and Resort wear. Press by invitation. Public by reservation. For reservations, contact, "Frank", headwaiter: EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Dec. 3 1:00 P.M. Luncheon	RESORT AND EARLY SPRING COLLECTION Benefit luncheon showing of Resort and early Spring collection. Showing at 3:00 P.M. Contact: PL. 8-0892.	SYDELL GOWNS (666 FIFTH AVE.)	HOTEL ASTOR GRAND BALLROOM
Thursday Dec. 4 4:00 P.M. Cocktails	PRESS SHOWING OF SPRING HATS Showing of Brewster and Thornton hats for Spring. Attendance by invitation only. Contact: Rita Hennessy, MU. 5-8275.	BREWSTER HAT CO.	411 FIFTH AVENUE SHOWROOM
Friday Dec. 5 12:30 P.M. Luncheon	SPECIAL LUNCHEON FOR BEAUTY EDITORS The Toilet Goods Association will invite newspaper and magazine beauty editors to luncheon at the Waldorf. Attendance by invitation only. Contact: Kay Fitzpatrick, CO. 5-5443.	TOILET GOODS ASSN. INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA WEDGWOOD ROOM
Monday Dec. 8 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashion show by Russeks during luncheon at the St. Regis Iridium Room. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL IRIDIUM ROOM
Monday Dec. 8- Dec. 12	SHOWING OF SPRING DISPLAY LINES Semi-annual N. Y. Display Market Week, where majority of exhibitors will be out-of-town manufacturers. Some local firms will also show at the hotel, but majority of N. Y. manufacturers will present display lines in their own offices.	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	HOTEL NEW YORKER
Tuesday Dec. 9 1:00 P.M. Luncheon	COTTON FASHIONS AT LUNCHEON SHOW The Cotton Shop will present a luncheon showing of new cotton fashions for resort wear, created by Zachary Bogert. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Cotton Shop Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Dec. 9 3:30 P.M.	"INTERNATIONAL MILLINERY FASHION REVIEW" Advance Spring and Summer millinery fashions, from Paris, London, California, and New York, in a new range of pastel colors. Exhibition of these hats in Number Three Salon, Hotel Pierre on December 11 and 12. Attendance by invitation only. Publicity: Mary Kelley, MU. 2-2603. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	MERRIMAC HAT CORP. (65 WEST 39TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 10 1:00 P.M. Luncheon	SHOWING OF ORIGINAL EVENING GOWNS Oleg Cassini will present his new collection of evening gowns. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Contact: PL. 3-1200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	OLEG CASSINI	WALDORF-ASTORIA SERT ROOM



# MUSIC...MOVIES...THEATRE

Thursday  
Nov. 13 PREMIERE: "HEAVEN ONLY KNOWS" (Movie) BROADWAY THEATRE, B'WAY AT 53RD ST.  
United Artists' new fantasy about an angel's trip to earth, starring Robert  
Cummings, Brian Donlevy and Jorja Curtright. Producer: Seymour Nebenzal.  
Director: Albert F. Rogell. Settings: A. Roland Filhiol. Costumes:  
William Edwards. Publicity: Tess Michaels, CI. 5-6000.

Monday  
Nov. 17- METROPOLITAN OPERA PRESENTATIONS, METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST.  
Nov. 22 Monday, Nov. 17: DON GIOVANNI (Mozart). Ezio Pinza, Salvatore Baccaloni,  
Regina Resnik, Florence Quartararo. Conductor: Max Rudolf.  
Tuesday, Nov. 18: CARMEN (Bizet). Rise Stevens, Claudia Pinza, Ramon  
Vinay, Martial Singher. Conductor: Louis Fourestier.  
Wednesday, Nov. 19: IL TROVATORE (Verdi). Cloe Elmo, Kurt Baum, Stella  
Roman, Leonard Warren. Conductor: Emil Cooper.  
Thursday, Nov. 20: TOSCA (Puccini). Elen Dosa, Jan Pearce, Lawrence  
Tibbett. Conductor: Giuseppe Antonicelli.  
Friday, Nov. 21: DIE MEISTERSINGER (Wagner). Polyna Stoska, Margaret  
Harshaw, Herbert Janssen, Torsten Ralf. Conductor: Wolfgang Martin.  
Saturday, Nov. 22: (Mat.) BALLO IN MASCHERA (Verdi). Jan Pearce, Leonard  
Warren, Daniza Ilitsch. Conductor: Giuseppe Antonicelli.  
Saturday, Nov. 22: (Eve.) LA BOHEME (Puccini). Richard Tucker, Licia  
Albanese, Francesco Valentino. Conductor: Cesare Soderò.  
Publicity: Margaret Carson, PE. 6-1200.

Monday  
Nov. 17 "NIGHT OF STARS" MADISON SQUARE GARDEN, 49TH ST. & 8TH AVE.  
8:15 P.M. 14th annual benefit for the United Jewish Appeal of Greater New York.  
Entertainment will be provided by stars of stage, screen, radio, opera,  
and night clubs. Chairman: Nathan Straus. Tickets on sale at Madison  
Square Garden and "Night of Stars", 41 East 42nd Street.

Tuesday  
Nov. 18 OPENING: "EASTWARD IN EDEN" ROYALE THEATRE, 45TH ST., WEST OF B'WAY  
Nancy Stern presents the Dorothy Gardner play about the romance of Emily  
Dickinson, the New England poetess, and a minister, with Beatrice Straight  
and Onslow Stevens. Director: Ellen Van Volkenberg. Settings: Donald  
Oenslager. Costumes: Mary P. Schenck. Publicity: Willard Keefe, CI. 6-7492.

Wednesday  
Nov. 19 PREMIERE: "MOURNING BECOMES ELECTRA" (Movie) GOLDEN THEATRE, 45TH W. B'WAY  
The Theatre Guild presents RKO Radio Pictures' dramatization of Eugene  
O'Neill's play with Rosalind Russell, Michael Redgrave, Raymond Massey,  
Katinka Paxinou. Produced and directed by Dudley Nichols. Settings:  
Darrell Silvera and Maurice Yates. Costumes: Travis Banton. Publicity:  
Rutgers Neilson, CO. 5-6500. *B. J. Solen*

Beginning  
Wednesday  
Nov. 19 OPENING: BALLET THEATRE NEW YORK CITY CENTER, 131 WEST 59TH ST.  
Wed., Nov. 19: LES SYLPHIDES, PILLAR OF FIRE, PAS DE DEUX, INTERPLAY.  
Thurs. Nov. 20: INTERPLAY, GISELLE (2 Acts), FANCY FREE.  
Fri., Nov. 21: SWAN LAKE, ROMEO AND JULIET, LES PATINEURS.  
Sat., Nov. 22: (Mat.) SWAN LAKE, PETER AND THE WOLF, LES PATINEURS.  
Sat., Nov. 22: (Eve.) PRINCESS AURORA, TALLY-HO, HELEN OF TROY.  
Prices: Eves., \$3.00-\$1.20; Mats., \$2.40-\$1.20. Publicity: Walter  
Alford, CI. 5-7930.

Wednesday  
Nov. 25 OPENING: "ANTONY AND CLEOPATRA", MARTIN BECK THEATRE, 45TH ST. W. OF B'WAY  
A Cornell-McClintic production with Katharine Cornell and Godfrey Tearle.  
Director: Guthrie McClintic. Settings: Leo Kerz. Costumes: John Boyt and  
Valentina. Publicity: Francis Robinson, CI. 7-5152. *R. K. O'Brien 1800*